## **ADVERTISING AT HOME;** GET HELP OF NEIGHBORS

Southern and Virginia Manufacturers Have Some Interesting Lessons to Be Learned. to Be Learned.

A TREATISE ON PUBLICITY

Views of a Noted Journal That Has Nocax to Grind in Matter-Hints and Suggestions to Manufacturers. Some Letters Studied.

A study of many letters that have been published in three or four recent issues of the Manufacturers' Record as to what is being done by the manufacturers of the South through local exhibits and by advertising in the local and State papers to make known to local consumers the character and anture of their products will show that . much remains to be done along these

Says the Record: "At some points there are very good exhibits of local products; at some the manufacturers f the community are advertising to a his kind of business should be done the Richmond manufacturers' perma-fient exhibit, which might well have been considered. It says: "A few weeks ago there was an ex-

"A few weeks ago there was an exhibit at Burlington, N. C. of the various lines of manufactures turned out in that town. We venture to say that comparatively few of the people of the surrounding section had known the wide variety of goods produced at Bur-A moment's stop a few week: age at Griffin, Ga., showed in the Board of Trade room an unusual diversity of manufactured products, especially of but the many lines of cotton goods; but the Rocord is inclined to feel that very few of the people in Griffin not engaged in these factories, or of the people in the sorrounding country, fully under-stand the extent and the variety of Griffin's industrial products. And what is true of Burlington and Griffin is true of a very large part of the South."

WAY TO DEVELOP AN ENTHUSIASTIC APPRECIATION rguing from the above premises the Record makes it very plain that the minufacturers of the South should, through persistent advertising in the local and State papers, develop an en-thisiastic appreciation of the extent of local products and of the influence which these factories have upon the welfare of the community. If the entire South fully understood the value in quantity and quality and variety office manufactured products by a peroffits manufactured products by a per-solial acquaintanceship in individual communities and then the broader ac-quaintanceship with the whole South, there would be created a spirit of en-thysiasm and of hearty co-operation that would vastly increase the demand for the output of many a factory.

THE CONSUMER POWER

THAT IS RIGHT AT HOME South needs to develop its con-ng power. Not until all of its suming power. Not until all of its people are utilizing the advantages and the facilities of modern civilization will this section develop a wealth comostensurate with its advantages. The uneducated farmer wastes his time, and that means a part of the aggregate time of the community, and wastes the soil, and that means the lessening productive power of the whole in cultivating his land with out-of-date implements instead of with modern, up-to-date equipment. If he were properly educated to be a con-

work the knowledge of which would benefit his business directly to some extent and very largely indirectly by hydadening the knowledge of his community as to what he is doing, and in helping to build up local enthusiasm.

PAPERS ARE IN NO SENSE

Covington, Ky, will expend \$29,000 to

The Manufacturers Record would not suggest that any concern in any town is to advertise purely on the basis of "helping to support" the local paper. That is a fales basis on which to do husiness. But we do assert that purely from the viewpoint of the good that comes to the advertiser as well as to the community, there are very few concerns in the South, or few anywhere any other section of the country that ought not to be active, conspicuous sovertisers in their local papers. This is pre-eminently true throughout the South, and the manufacturers and the lighters and other interests of this section will be advancing their own wel-fare and increasing their own pros-perity when they look at it from this viewpoint and act accordingly.

### GREAT TEN-STORY APARTMENT



### BUSINESS IMPROVING IN MANY PARTS OF DIXIE

tions-Northern Money Being Invested.

BALTIMORE, December 26 .- Among this week's issue of the Manufacturers'

Record are the following:

Hillside Cotton Mills, Lagrange, Ga., organized with capital stock of \$500. 000, and will erect and equip plant for production of cotton specialties for ex-

### THE MINERAL INDUSTRY OF SOUTHERN STATES

New Industries Going Up in Many Sec- Virginia's Increase in One Year Was Nearly Four Million Dollars.

According to figures produced by the the many Southern industrial and other developmental enterprises reported in

In 1893 the value of the mineral output of the United States was about \$468,000,000. Last year the South produced to the value of nearly \$472,000. United States was about Genoa, twelve: Gothenburg, six: Caristiana, one; Barcelona, six: Japan, three; House, building group.

ISTRICT OF		
States.	1913.	1912
Columbia,	246,582	300,33
lorida	10,508,016	10,272,59
corgia	6,525,792	6,306,14
entucky	26,845,579	22,477,58
ouisiana	21,011,828	
aryland	11,292,723	15,357,84
ississippl.		10,851,67
issouri	1,143,472	1,242,52
orth	54,001,088	58,332,55
		· Contract and a second
Carolina,	3,739,696	3,368,92
klahoma	80.168,820	53,614,13
outh		
Carolina,	1,464,150	1,606,98
ennessee	21,652,931	19,362,26
exas	31,666,910	22,797,01
irginin	17,178,580	14,995,84
Vest	All of the second of the second	2.74.0.010.1

proadening the knowledge of his community as to what he is doing, and in helping to build up local enthusiasm.

PAPERS ARE IN NO SENSE

GBJECTS OF CHARITY

And so the story might go from industry to industry. There is not a single industry in the South that is not upon the work of the local State newspapers. They are the advocates of the welfare of the community, They are the exponents of its upoulding. They are the exponents of its upon the work of the local State newspapers. They are the industry are ever fighting for its upoulding. And yet very many of the institutions who are sharing directly or indirectly the good results of the work of the local state newspapers are content to be beneficated with capture with the capture of the community. They are the exponents of its upon the strictly an electrical one, the engines use a source of the exponents of its upon the exponents of its upon the exponents of its upon the project cooling about the engines use and received pains. The economic justification of this outlar is that the new Lapland radiway is expectly the good results of the work of the property of the strictly or learning any benefits,

The Most Northerly Railway.

According to the Edison monthly the most morther rational in the world is to be strictly an electrical one, the engines use of the sengines used to the community. They are the exponents of its appears are content to be benefit for the proventing about the project cooling about the results of the communities. In Lapland, one of the sulficance of the communities, and their power coming from a hydrocleric point and their power coming from a hydrocleric point and the environment has that new Lapland radiway is expected.

The economic justification of this outlar is that the new Lapland radiway is expected.

The project cooling about the communities of the country and allocations of the state of the country and allocations of the state of the country and allocations of the project and the project cooling about the project of the country and alloc

### Pulls Separator Runs Shredder Mail Coupon for Special Offer Pulls Flease send me your de-scriptive catalogues and Special Offer. Wood Name ....... Agents Wanted. 395. KING & WRIGHT CO., Distributors for Va. and Md. BULL TRACTOR 1300 E. Main St., Richmond, Va.

# THE COTTON MAN'S HOPE;

now gaining more wealth from the company has arranged for sixty-four mineral industry than did the whole vessels to carry cotton out of that port during the months of December and

## SOMETHING THAT IS DOING

# **BUILDING OPERATIONS** FOR THE GOOD YEAR AHEAD

Outlook Is Promising-New Apart ment House Already Arranged For.

CORNER OF FIFTH AND GRACE

Wide-Awake Real Estate Agency Forms Syndicate That Will Make Great Downtown Apartment House. Work to Begin Immediately.

The records in the office of the Building Inspector of the city of Richmond, and some facts from these records, lows and some facts from these records, which have already been published in The Times-Dispatch, seem to indicate that Richmond people who have some meney to their credit in bank and some meney to their credit in bank and some of the principal plants here that here the been established there by the Chesapean can only the company, and it may be made a permanent show that Richmond people who have some lines which have been benefited by orders received from abroad. Several months. One who has seen it describes it as a most claborate extraction. others who have a way of raising consider a dull time, have decided that the good year 1915, soon to dawn, is, or will be, the best time for building operations that Richmond has known for many years past. The indications are that the year which is soon to be with us will be something of a record-breaker in the matter of building and rebuilding. THE WHY AND

In the first place, Richmond, by the right much, and nobody denies that there will be a great deal of residential building in the localities that were formerly suburbs, but which are now parts of Greater Richmond, with all of the city advantages. In the second place, there are lots of money-holders and money-lenders who have taken decided interest in the idea that the Industrial Section has been setting forth that "now is the time to build." Now that there has been a full in other articles, kinds of investments, now that building material can be had for less money small a than formerly; now that many me-chanics and laborers are out of work and are hunting for jobs, and now that the great companies which deal in the things that go into building operations are anxious to sell stuff for houses of all the kinds known in the catalogue, cears ago, say ten or a dozen, capitalists are ready to invest more money in building operations than they were in the days when the stock exchanges SOME THOUGHTS GATHERED

near to a close than they were in the corresponding month of last year. The commence operations until some time in the early days of the new year, but there is no doubt that they mean business, and that when they do commence business than early learness. business they will make things hum for the whole year. The Richmond pessimist, and he is much in the minority, has had his day; the Richmond optomist is now in the saddle, and the Richmond optomist, in the main, is a house builder. What else is he here

Hope.

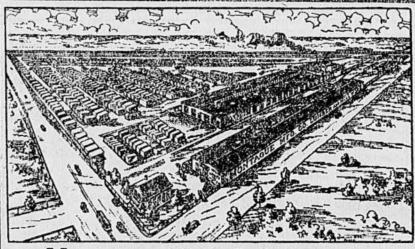
The following is from the Cincinnati
inquirer:

a dozen contracts on the larger order, and several dozen on the smaller order, that have already been made for build-Gaiveston reports that one steamship company has arranged for sixty-four cessels to carry cotton out of that port mond and more work for Richmond mechanics in the good year 1915 than have been known for at least three years past. There may be some gush

Met. primerly (month) 15 by 2 composed for the control of the cont

Banking facilities—first-class schools—handsome and lovely homes—splendid churches—good hotels. Fine Bright Tobacco Market. Largest town on great Virginian Railway between Suffolk and Roanoke. RAW MATERIALS FOR FACTORIES ALL AROUND. The ideal location for spoke and handle factories, furniture factories, barrel, stave and box factories—indeed, for anything that is made of wood. Also for brick-making, milling, fruit and vegetable canning, tanning and leather making, tobacco manufacturing, granite and stone work., etc., etc., For information as to advantages, sites, etc., address

Kenbridge Business Men's Association Carl T. Ripberger, Sec'y-Treas.



Montague Manufacturing Co. LUMBER AND MILL WORK. Broad Street and Belt Line, Richmond, Virginia.

Shipments made anywhere. Yards and Factory covering six acres.

Our New Telephone Numbers: Boulevard 460 and 461.

VIEWS AND NEAR VIEWS; HINTS AND SUGGESTIONS

> BY FRANK S. WOODSON. Industrial Editor.

This column is open to contributors who have something to say of
a suggestive nature, and who are
willing to make hints and suggestions looking to the better development of the good old States of Virginia. West Virginia and North
Cavolina, and who can hold their
suggestions down in any one issue
to from 150 to 200 words. Such communications, addressed to the Industrial Editor, will receive prompt
attention.

Review and Outlook.

R. G. Dun & Co. makes special report to the Industrial Section as fol-

ines which have been benefited by orders received from abroad. Several months. One who has seen it orders received from abroad. Several months one who has seen it orders received from abroad. Several so the principal plants here that have been in what certain pessions and time, have detained a dull time, have detained a dull time, have detained the preparing for the receipt of new business. Recent rate increases given the sare that the year which is sare that the year which is see with us will be something ord-breaker in the matter of and rebuilding.

IV AND

WHEREFORE OF IT ALL first place, Richmond, by the proposition, has enlarged inch, and nobody denies that be a great deal of residential in the localities that were suburbs, but which are now Greater Richmond, with all ty advantages. In the second or more proposition, has enlarged in the localities that were suburbs, but which are now Greater Richmond, with all ty advantages. In the second of the principal stores in the localities that were in the residual to the proposition interest in the idea that the is several machanism. Several months. One who has seen in the secrible from abroad. Several which as a most claborate exhibit composed of grains in the sheath, hibit composed of grains in the sheath have been interesses given the preparing for the receipt of new business. Recent rate increases given the castern railroads has brightened business during the past week has been of small volume, though visiting and outlook considerably. Wholesale business during the past week has been of small volume, though visiting agreat deal of attention from Hilmons and Wisconsin homeseckers who have taken advantage of the opportunity for an unusually large Christmas variable to holiday business in retail increases in commercial activity is expected in the localities that were suburbs, but which are now the proposition, has enlarged to the proposition of the pro

The demand for funds locally is small and the financial situation is comparatively easy. Rediscounts at the local reserve bank are thus far around \$1,000,000 and there seems to be no tendency on the part of district banks to make heavy demands on the institution. Richmond clearances for the week ending December 19, amounted to \$5,917.822 compared with \$10,158.

Last week's offerings on the local leaf tobacco marks it.

Last week's offerings on the local leaf tobacco market did not total more than 500,000 pounds, and owing to the lack of competitive bidding on the part ists are ready to invest more money in building operations than they were in the days when the stock exchanges in the days when the stock exchanges of the lack of competitive bidding on the part of the larger buyers, prices made a further recession, average for the week being a little more than 5 cents a pound. The exchanges closed for the holidays on December 18, and will not total more than 500,000 pounds, and owing to the lack of corn and alfalfa are also enormous. One of the claims made by the Chesa-peake and Ohio officials is that Virginia beef cattle command the highest price of any that are taken to the local pounds are to a close than they were in the corresponding month of last year. The applicants for these permits will not applicants for these permits will not commence operations until some time in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the early days of the new year, but in the days when the stock exchanges than 500,000 pounds, and not total more than 500,000 on the part of the larger and obton officials is that Virginia beef cattle command the highest price of any that are taken to the English market.

"Farming interests are now being pushed with great vigor all over the South, Mr. Stevens said, and he has found many persons in other parts of the country who are disposed to locate in Virginia on account of the fine climate and cheap land.

In carrying out his policy of build-

Tobacco Markets Closed.

the custom to close the tobacco markets in Virginia and North Carolina during all of the Christmas week and several days at each end of the same. In the cities the people take holiday and only one day, and in the metropolitan newspaper offices there is no holiday at all; but the good country people have never gotten out of the habit of taking a whole week off—and a mighty good habit it is! As the tobacco markets are entirely dependent upon the whims of the country people, the warehousemen have to do as those whims suggest. It would be a good thing if the more influence on the banks, the stores and the newspaper offices of the cities. Anyhow, there will be no more loose-leaf tobacco sales until away after Christmas—say about January 5.

The line President Stevens has defeded on a number of excursions from Chicago and other cities in the North.

Cheap Lands in Virginia.

"Now that there is something of a tide of emigration setting toward the South." said Mr. Stevens, "it is expected that the comparatively cheap and in the better sections of Virginia will show a rapid advance in value. Investors have ay assurance of safety and farmers who apply industry and intelligence to their work are reasonably sure to realize their transportation, markets and transportation, markets and transportation facilities having greatly improved within recent years.

"The soil and climate of Virginia are favorable to a great variety of products, and all farm supplies are noted for their high quality. In the general development of the Old Dominion it is noted that the provincial cities are growing rapidly, a fact which is of

## A VIRGINIA FARM SHOW BEING MADE IN CHICAGO

Chesapeake and Ohio Telling People of Northwest of Greatness of Old Dominion.

BUREAU OF EXHIBITS TALKS

Attractive Display of Good Things That Grow in Best Climate in the World-Eloquent Lecturers Have

What is perhaps the only Virginia farm exhibit ever seen in Chicago has been established there by the Chesa-

In carrying out his policy of build-From time immemorial it has been the custom to close the tobacco marthe custom to close the tobacco marcided on a number of excursions from

D. T. KENNEDY, Secretary.

TWO RAILROADS-COMPETITIVE FREIGHT RATES.

TOBACCO MARKET. HEALTHFUL LOCATION. BOUNTIFUL CROPS. IDEAL CLIMATE.

UNBOUNDED OPPORTUNITIES. A MONUMENT TO THRIFT AND ENTERPRISE. For information as to Industrial Sites, Farm Lands, etc., write

ALBERTA DEVELOPMENT CO., to the C. S. BARROW, President. Alberta, Va. J. E. CRAFTON, Jr., Vice-President

# Bright Tobacco Lands of Lunenburg County, in the New Bright Tobacco Belt

Market at Kenbridge is full of buyers, and offers Big Inducements to Bright Tobacco Makers. The European War scare has not hurt the Kenbridge market, or the Bright Tobacco Lands of Lunenburg. For further information write to the

Virginian Realty Company, Inc.

CARL T. RIPBERGER, General Manager.